

TABLE 4
TWELVE MONTH UNIT VOLUME COMPARISONS
FOR THE LEADING BRANDS

	1995			1996		% Volume Change	Ranking
	Bil.	Share	Ranking	Bil.	Share		
Philip Morris							
Marlboro	144.87	30.1 %	1	156.21	32.3 %	7.8	1
Basic	22.66	4.7	6	23.17	4.8	2.2	6
Virginia Slims	11.55	2.4	10	11.57	2.4	0.2	10
Merit	11.44	2.4	11	11.33	2.3	(1.0)	11
Benson & Hedges	11.31	2.4	12	11.11	2.3	(1.8)	12
RJR Nabisco							
Doral	27.54	5.7	4	28.57	5.9	3.7	3
Winston	27.67	5.8	3	25.40	5.3	(8.2)	5
Camel*	21.33	4.4	7	22.47	4.6	5.3	7
Salem	17.88	3.7	8	17.33	3.6	(3.1)	8
Lorillard							
Newport	26.99	5.6	5	29.30	6.1	8.6	2
Brown & Williamson							
GPC	28.11	5.8	2	28.10	5.8	-	4
Kool*	17.14	3.6	9	17.21	3.6	0.4	9
Total Leading Brands	368.49	76.6 %		381.77	79.0 %	3.6	
*Includes filter and non-filter.							

TABLE 5
FILTER COMPARISONS 1995 VS.1996

	Billion Units			Market Share		
	1995	1996	% Change	1995	1996	Share Change
Plain Filter	344.66	345.82	0.3	71.6%	71.6%	-
Mentholated Filter	121.38	122.47	0.9	25.2	25.3	0.1
Charcoal Filter	1.72	2.53	47.1	0.4	0.5	0.1
Total Filter	467.76	470.82	0.7	97.2	97.4	0.2
Regular	4.81	4.51	(6.2)	1.0	0.9	(0.1)
King	8.53	7.97	(6.6)	1.8	1.7	(0.1)
Total Non-Filter	13.34	12.48	(6.4)	2.8	2.6	(0.2)
Total	481.10	483.30	0.5	100.0	100.0	

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TABLE 3
ESTIMATED FIRST QUARTER UNIT COMPARISONS
THE LEADING PRODUCTS

	1996			1997		% Change	
	Bil.	Share	Ranking	Bil.	Share	In Volume	Ranking
Philip Morris							
Marlboro	36.21	31.9 %	1	36.76	33.3 %	1.5	1
Basic	5.61	4.9	6	5.50	5.0	(2.0)	5
Virginia Slims	2.66	2.3	10	2.60	2.4	(2.3)	10
Merit	2.62	2.3	11	2.41	2.2	(8.0)	12
Benson & Hedges	2.61	2.3	12	2.43	2.2	(6.9)	11
RJR Nabisco							
Doral	6.64	5.9	2	6.84	6.2	3.0	3
Winston	6.00	5.3	5	5.36	4.9	(10.7)	7
Camel**	5.08	4.5	7	5.46	5.0	7.5	6
Salem	4.07	3.6	9	3.78	3.4	(7.1)	8
Lorillard							
Newport	6.57	5.8	3	6.94	6.3	5.6	2
Brown & Williamson							
GPC	6.37	5.6	4	6.48	5.9	1.7	4
Kool**	4.16	3.7	8	3.76	3.4	(9.6)	9
Total Leading Products	88.60	78.1		88.32	80.1 *	(0.3)	
** Includes filter and non-filter. * Totals may not add due to rounding							

TABLE 4
12-MONTH MOVING UNIT VOLUME COMPARISONS
FOR SELECTED LEADING BRANDS
MARCH, 1997

	1996			1997		% Change	
	Bil.	Share	Ranking	Bil.	Share	In Volume	Ranking
Philip Morris							
Marlboro	148.50	30.6 %	1	156.76	32.6 %	5.6	1
Basic	23.15	4.8	6	23.06	4.8	(0.4)	6
Virginia Slims	11.51	2.4	10	11.51	2.4	0.0	10
Merit	11.40	2.4	11	11.12	2.3	(2.5)	11
Benson & Hedges	11.25	2.3	12	10.93	2.3	(2.8)	12
RJR Nabisco							
Doral	28.04	5.8	3	28.77	6.0	2.6	3
Winston	27.46	5.7	5	24.76	5.2	(9.8)	5
Camel*	21.73	4.5	7	22.85	4.8	5.2	7
Salem	17.87	3.7	8	17.04	3.5	(4.6)	8
Brown & Williamson							
GPC	28.06	5.8	2	28.21	5.9	0.5	4
Kool*	17.17	3.5	9	16.81	3.5	(2.1)	9
Lorillard							
Newport	27.66	5.7	4	29.67	6.2	7.3	2
Total Leading Brands	373.80	77.1 **		381.49	79.4 **	2.1	
* Includes filter and non-filter. ** Total may not add due to rounding							

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